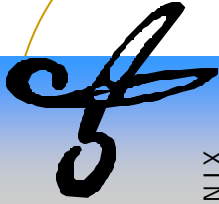




Phoenix
MEDIA DIRECT INC.



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PAPER CUTS

PHOENIX MEDIA DIRECT
SUPERIOR PRODUCTS..SUPERIOR SERVICE

Dependability



The ancient phoenix symbolizes immortality, resurrection and life after death. In ancient Greek and Egyptian mythology, it is associated with the sun god. According to the Greeks, the bird lives in Arabia, near a cool well. Every morning at dawn, the sun god would stop his chariot to listen to the bird sing a beautiful song while it bathed in the well. Only one phoenix exists at a time. When the bird felt its death was near, every 500 to 1,461 years, it would build a nest of aromatic wood and set it on fire. The bird was then consumed by the flames. A new phoenix sprang forth from the pyre. It embalmed the ashes of its predecessor in an egg of myrrh and flew with it to Heliopolis, "City of the Sun," where the egg was deposited on the altar of the sun god. In Egypt, it was depicted as a heron, but in classic literature as a peacock or an eagle.

HELPFUL TIPS

Handling Your Media

FOLLOWING THESE GUIDELINES WILL HELP ASSURE OPTIMAL RESULTS:

- WEAR GLOVES! FILM-BASED AND PHOTOGRAPHIC PAPER-BASED MEDIA ARE EASILY SCRATCHED AND CREASED AND MAY ABSORB SKIN OILS. WEARING LIGHT COTTON GLOVES CAN HELP YOU AVOID FINGERPRINTS ON THE MEDIA PRIOR TO PRINTING (FINGERPRINTS CAN BECOME VISIBLE AFTER INK IS APPLIED).

PRINT ON THE CORRECT SIDE! ROLL MEDIA IS WOUND WITH THE PROPER SIDE FACING OUT.

Store media in its original packaging in a cool, dry area until you are ready to use it. Store the media away from the sun and try not to expose it to extreme temperature and humidity shifts. Avoid touching images until ink is completely dry.

LATEST RELEASES

New to the HP line

in plotters is the dynamic

HP 5500 – 42 and 60 inch models normal mode 100 dq. Ft/hr. color resolution 1200x600 dpi (on glossy media) HP's best large format image quality



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PAPERFACTS

PHOENIX MEDIA DIRECT...from the ashes of service and quality products has arisen a company with a vision to consistently provide superior products and service in graphics/cad media and equipment. Treating customers with dignity and respect, Phoenix combines its internal expertise in the wide format media market to enable it's customers to rise as well. In the electronic age of email, voice mail and fax transmissions what is often seen, felt and touched is the paper/media that reveals professionalism, talent and expertise.

**Make yourself stand out...
Rise like the Phoenix.**